

Egor Kalinovskiy

Marketing Director | Brand, Positioning & Go-to-Market | Consumer Tech & AI

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PROFESSIONAL SUMMARY

Marketing and brand leader with 10+ years across in-house, agency and startup roles. Core strengths: brand strategy and positioning, go-to-market, and building in-house creative and marketing functions. Experience across food retail and delivery (VkusVill), real estate and proptech (PIK Group, PIK.PRO), an AI startup (INITA), an international agency (BBDO) and NONAME, my branding and creative studio for international clients. Track record: 50+ campaigns at 340% average ROMI, 10+ brands launched from scratch and 8 industry awards and shortlists, including NPBK Gold for business effectiveness.

CORE COMPETENCIES & RESULTS

Brand Strategy & Positioning

- Built VkusVill's brand marketing strategy in 6 months and have updated it every year since
- Launched **10+ VkusVill sub-brands**, including Kusvill: 34 SKUs, 90,000 units sold in 5 months, break-even in 6 months, covered by Forbes
- Launched the PIK.PRO brand from zero: positioning, brand platform, visual identity and website for a complex tech product
- Founded NONAME, a branding and advertising creative studio for international clients; launched **10+ brands** with positioning, identity and marketing strategy for Russia, Asia, Latin America and Europe
- Created the KEAN creative platform for developer BBF and the LOOK brand (naming, identity, 20 promotional assets) for ART Residence in Limassol

Campaigns & Marketing Effectiveness

- Launched **50+ campaigns at 340% average ROMI** at VkusVill; built a system where marketing consistently delivers **+3-5% incremental revenue**
- Improved promotional efficiency by **41%** and helped make VkusVill Russia's **#2 grocery delivery brand** by orders
- Launched **7 nationwide advertising campaigns** at PIK Group and delivered **110% of the sales KPI**
- Earned **8 industry awards and shortlists** for VkusVill, including NPBK Gold (Business Effectiveness), Silver Mercury and Red Apple

Go-to-Market & Product Marketing

- Prepared the AI product INITA for international launch in Latin America, Asia, the US and Europe; acquired the first **300,000 test users at \$0.90 CAC**, with 4M views from a viral TikTok integration
- Shaped PIK.PRO as a product marketer and built its full user acquisition model; reached **5,000 DAU**, with content generating 40% of leads and reputation work cutting onboarding refusals **5x**
- Contributed to the marketing development of VkusVill's delivery app and in-store experience; developed and launched the design renovation concept for the entire store network

Team Building & Creative Operations

- Built VkusVill's in-house creative and production team that produces **up to 90% of all ad creative**, and set up advertising analytics measuring every marketing activity
- Built an **8-person in-house creative department** at PIK Group with a flexible network of production studios and agencies, and an end-to-end campaign process from brief to launch
- Built a creative newsmaking team that made VkusVill **#1** by media citations; turned a Counter-Strike 2 easter egg into **10.8M organic reach** with zero media spend

AI & Creative Production

- Hands-on with generative AI across the full creative workflow, from concepts and copy to visuals, video and sound
- Use AI tools to produce **video ads and campaign content built for conversion**, and to test creative variants quickly to find the ones that perform

WORK HISTORY

Chronological overview — details covered in competencies above.

Head of Marketing Communications – VkusVill	<i>Food retail & delivery, Russia</i>
Creative Director – PIK Group	<i>Residential developer</i>
Marketing Communications Director – PIK.PRO	<i>Proptech platform by PIK Group</i>
Marketing Director – INITA	<i>AI platform for small businesses</i>
Senior Copywriter – BBDO Moscow	<i>International advertising agency</i>
Founder & Creative Director – NONAME	<i>Branding & creative studio, noname.rocks</i>
<i>Branding and advertising creative for international clients, including BBF (real estate developer, Cyprus), ART Residence (boutique residence, Limassol) and Twinby (dating and compatibility app)</i>	

SELECTED WORK

VkusVill – marketing communications and campaigns	egorkalino.com/vkusvill
Kusvill – sub-brand naming, identity and launch	egorkalino.com/kusvill
PIK.PRO – launching a proptech product brand	egorkalino.com/pikpro
PIK – in-house creative and nationwide campaigns	egorkalino.com/pik
INITA – international go-to-market for an AI product	egorkalino.com/inita
KEAN – creative platform and outdoor campaign for BBF	noname.rocks/kean
LOOK – naming and identity for ART Residence	noname.rocks/look

AWARDS

- **NPBK** – Gold, Best Marketing Campaign (Business Effectiveness)
- **Bolshoy Oborot 2024** – Winner, Marketing Campaign
- **Silver Mercury** – Silver, A01 Best Strategy FMCG Food & Drink; Bronze, F01 Best Integrated Marketing Campaign
- **Red Apple** – Silver, Best Integrated Campaign; Silver, Food & Drinks; Bronze, Best Sales Promotion Campaign
- **E+ Awards** – Shortlist, Seasonal Marketing

EDUCATION

Journalism – St Petersburg State University

Courses: Creative Director – IKRA | Digital Marketing Director – Netology

SKILLS & LANGUAGES

Brand Strategy · **Positioning** · **Go-to-Market** · **Product Marketing**

Creative Direction · **Creative Operations** · **Marketing Analytics** · **Generative AI**

Russian – Native | English – C1

Portfolio & case studies: egorkalino.com